

社会感知在线消费条件

SOCIAL - PERCEPTUAL ONLINE CONSUMPTION CONDITIONS

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抽象。 Internet资源使用强度的增加引发了销售领域的变化，在线商店在消费者中变得越来越受欢迎，这促进了该领域研究的兴趣和增长。 这项研究的目的是确定和构建在线消费的社会感知条件。 通过进行定性研究，可以确定和描述作为评估在线消费基础的必要工具的标准。 拟议的方案使您可以根据目标受众调整在线消费条件并改善市场。

关键词：消费者选择，人类消费者，消费者行为，消费者行为理论，消费者行为效用，购买消费者行为，消费者行为研究

Abstract. *The increasing intensity of the use of Internet resources initiates changes in the sales sphere, online stores are becoming increasingly popular among consumers, which contributes to the interest and growth of research in this area. The purpose of this study is to identify and structure socially perceptual conditions of online consumption. A qualitative study conducted made it possible to identify and describe the criteria, which are a necessary tool, the basis for evaluating online consumption. The proposed scheme allows you to adjust the conditions of online consumption according to the target audience and improve the marketplace.*

Keywords: *consumer choice, human consumer, consumer behavior, consumer behavior theory, consumer behavior utility, purchasing consumer behavior, consumer behavior research*

Introduction

The growing intensity of the use of Internet resources dictates its conditions and changes in the field of sales. For effective communication with a potential buyer, you must be part of where consumers spend their day - on their mobile phones, chatting with friends and social networks.

The emergence of online sales sites is the result of technological progress and the reality. Modern technologies make it possible to detect what users are viewing, where they click, what they convert. The data obtained at the services are systematized and analyzed.

Social perception - is not a new, but incredibly influential source, and its optimization in the context of online consumption is one of the components of the whole set of problems to explain the individual reasons that arise in the field of consumption that affect consumer assessment and marketplace conversion.

Investigation of consumption assessment criteria

In the framework of the designated topic, the study focuses on the problem of the need to create a theoretical and methodological base of socio-perceptual conditions on sales sites.

The purpose of this study: to identify and structure socially perceptual conditions of online consumption.

The main stages and results of the study:

The study involved respondents - users of online stores aged 23 to 46 years. The number of subjects was 38 people. Participation was voluntary.

The research procedure involved a survey of respondents about the types of characteristics that could describe or distinguish the marketplaces that they use, what attracts them, and what is most important. The methodology of the applied structured interview is used to understand how consumers translate the properties of products into meaningful representations, described and justified by Modesto Veludo-de-Oliveira 2015. [10] is represented by three techniques that reveal the essence of the product: product attributes (A); benefits of using the product - consequences (C); as well as values (V).

During data processing, a content analysis was carried out, the results were grouped according to the meaning in the criteria.

The analysis of existing works and scientific results achieved in a relatively recent direction - online consumption, made it possible to connect the results of studies devoted to one problem to test the hypothesis describing the proposed criteria, which are invariants of social perception, are subjective in nature, and are guidelines for perception, understanding and evaluation of consumption.

Table 1. "Description of the criteria for assessing consumption" presents a description of the criteria, and the authors in whose works these criteria were reflected.

The first column provides a brief description, the second contains the respondents' keywords characterizing the criterion obtained as a result of the interview, the column "mentions in the authors' works" presents the authors whose empirical studies describe the content of this criterion in one way or another.

Table 1.

Description of consumption assessment criteria.

Criterion description	respondent's keywords	Mentions in the works of authors
Savings are determined by what can be calculated in monetary terms. Auctions, discounts, promotions, etc.	profitable, discounts, bonuses, costs	Lim and Dubinsky, 2004 [9]; Rox, H., 2007 [14]; Vasić N. et al., 2019 [17]
Affiliation A warm approach to the buyer. Online service around the clock, the ability to ask questions around the clock and receive support or help.	contact, relationships, communication, social networks, reviews	Prasad and Aryasri, 2009 [12]; Ramlugun V. 2014 [13]; Tauber, 1972 [15]
Prestige Famous marketplace, branded products, products available only online.	reputation, fame, image, brand	Lim and Dubinsky, 2004 [9]; Prasad and Aryasri, 2009 [12]
Utilitarian Convenient, logical interface, good download speed. Simplify work, reduce travel, save time	convenient, fast, accurate terms, conditions	Childers et al., 2001 [1]; Hofacker, 2001 [4]; Prasad and Aryasri, (2009) [11]; The Tech Faq, 2008 [16]; Vasić N. et al., 2019 [17]; Wang et al., 2005 [18]
Safety Internet trust, true reviews. Security of registration data provided, including credit card number	no risk, reliability, easy to use, no problem, recommendations, safe service.	Comegys et al., 2009 [2]; Laudon and Traver, 2009 [7]; Liang and Lai, 2002 [8]; Prasad and Aryasri, 2009 [12]; Ramlugun V. 2014 [5]; Vasić N. et al., 2019 [3]; Wang et al., 2005 [10];
Gnostic Easier access to information about the quality of goods / services, news, reviews.	interesting, news, technical innovations, informative, comparison service, structured.	Lim and Dubinsky, 2004; Ramlugun V. 2014 [13]; Vasić N. et al., 2019 [17]; Wang et al., 2005 [18];
Autonomy The ability to autonomously and independently make decisions without control of the site, without intrusive advertising and chat bot	no one bothers, calmly choose, intrusive, a lot of advertising, consultant window (constantly pops up / too big), annoying	Laudon and Traver, 2009 [7]; The Tech Faq, 2008 [16]; Goldsmith and Flynn, 2005 [3]; Parks, 2008 [11]
Aesthetics. Beautiful, attractive web design - color scheme, interesting site structure	beautiful, like, original, harmonious, tasteful	Koo et al., 2008 [6] Ramlugun 2014 [13] Wang et al., 2005 [18] Liang and Lai, 2002 [8]

Systematization of socio-perceptual conditions for evaluating consumption criteria

The undertaken systematization of the described criteria is presented in the form of a scheme of socio-perceptual conditions. The modes of thinking System 1 - System 2 proposed by D. Kahneman [5] turned out to be adequate for this purpose, which made up a horizontal scale. The vertical scale social - individual, based on the levels of social representations of S. Moskovichi [19].

Diagram 1. presents a diagram of socio-perceptual conditions for evaluating consumption criteria.

According to Kahneman's theory, two systems are distinguished in the human psyche:

System 1: it works automatically and very quickly, almost without any effort and without giving a feeling of intentional control.

System 2: Provides the attention necessary for conscious mental effort, including for complex calculations.

In the process of consumption, both systems work: the first - automatically, and the second - in the minimum effort mode.

In the case of the dominant criteria: aesthetics, safety, prestige, as a rule, there is enough data that we get thanks to System 1. For example, aesthetic preferences arise based on the voice of one's own aesthetic feeling: beautiful - ugly, like - don't like. Personal addictions are unique, other people's tastes do not require discussion, in this matter it is impossible to prove anything by rational means, just as it is impossible to refute the arguments of subjective experience and aesthetic feelings.

The criterion of prestige, also rarely passes a deep cognitive analysis, the consumer, as a rule, quickly makes an impression of the necessary level of the brand.

Regarding safety, people are also more prone to intuitive assessments, including under the influence of cognitive distortions that allow trusting dubious offers.

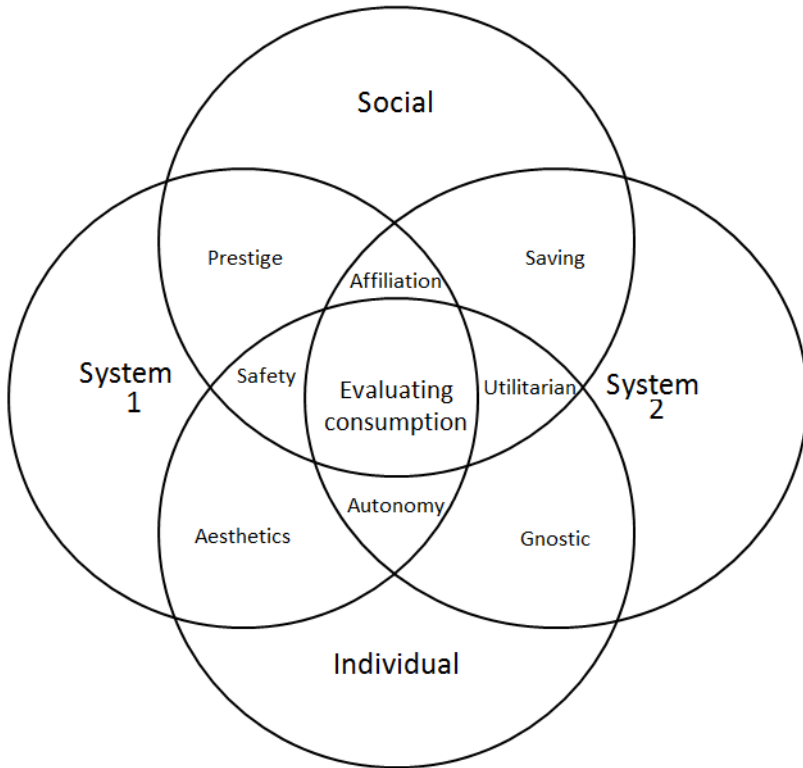
Despite the fact that System 1 basically performs its functions perfectly, logic and statistics are poorly served, therefore, when it comes to criteria: saving, utility, gnostics, the consumer is determined to study the data more carefully, and System 2 is turned on. For example, the Gnostic criterion involves the collection and analysis of product information, a comparison of qualities.

The utilitarian criterion involves the analysis of options that provide convenience, simplify work, reduce travel, save time, and maintain established habits.

The criterion of saving is mainly determined by what can be calculated in monetary terms - how much a person can save. Such a comparison is possible only in relation to other conditions of consumption, so we turn to the vertical scale of the scheme: social - individual. The criterion of saving is considered by the consumer in the context of comparison with other users, with other options for offers, so that it is more economical relative to others.

Diagram 1.

Scheme of socio-perceptual conditions for evaluating consumption criteria



In the case when the prestige criterion is dominated, our actions aimed at presenting ourselves, driven by the desire to create a certain image, to receive attention, recognition and encouragement from others, in this case, the social orientation is obvious.

With the dominant criterion being affiliation, consumers are happy to accept the help of a consultant, look for a community of interests, it is appropriate to sell some products on social media sites rather than an online store.

Conclusion

Social perception involves mechanisms by which people understand, interpret and evaluate consumption, reflect both the current moment and his life experience and position. The criterion is a method, a necessary tool for assessing the essential features of an object, but the assessment itself is not. A criterion is a means of

detecting an object, the basis for classification, grouping of objects of their assessment. The proposed scheme allows you to classify the conditions of consumption and choose the most promising areas according to the target audience and improve the market place.

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